

CHRISTINA KORN

User Experience Designer



About Me

I believe that a product will positively change the way people think and act if it is perfectly tailored to their needs.

That's exactly what I aim for when I support customers with innovative interfaces, interaction concepts and ideas for a better workflow design.

My broad knowledge in sales and marketing allows me to move from the smallest details to the "big picture", from problems to solutions, from horizontal to vertical approaches and vice versa.



christinakorn.com
resume@christinakorn.com



Mitterfeldring 124
85586 Poing
Germany



+49 170 9795640



linkedin.com/in/christinakorn



xing.to/christinakorn



twitter.com/christinakorn

Work Experience

Senior User Experience Designer / November 2018 – present

Pegasystems GmbH, Munich, Germany

- Solving complex user experience problems for Fortune 500 companies in a variety of industries.
- Creating and executing UX project plans.
- Working closely with client/partner delivery teams to create and develop UX deliverables.
- Applying modern and cutting edge user interface design principles.
- Developing implementation design and prototypes for UI projects in a customer project context.
- Developing comprehensive UI wireframes.
- Implementing branding requirements through the application and manipulation of CSS.

UI & UX Designer / contract / November 2017 – July 2018

Nash direct GmbH (working for Océ Printing Systems GmbH & Co. KG, Poing, Germany)

- Usability optimization on hardware touch panels for digital high volume printers.
- Collected and evaluated user feedback after user tests at the printer.
- Enhanced responsive user interfaces based on user feedback.
- Supervised the introduction of user behaviour data analytics to improve usability.

eCommerce Administrator & UX Designer / contract / February - June 2017

Dyrand Systems Inc., Vancouver, BC, Canada

- Created an online B2B eCommerce system with Woo Commerce.
- Organized, labeled and structured information and content to support usability and findability.
- Established user flows and sketched user journeys across all touchpoints.
- Developed user personas and defined a site map.

Web & Graphic Designer / contract / October 2016 – February 2017

Sinclair Dental Co. Ltd, North Vancouver, BC, Canada

- Curated content for the website relaunch of the third biggest dental supplier in Canada.
- Developed marketing material for external and internal use, both for print and web distribution.

UX Web Designer & Web Developer / June 2014 – June 2016

MULTA MEDIO Informations Systems AG, Würzburg, Germany

- Led, trained, and directed a team of three designers to redesign the websites of the German national lottery for 7 out of 16 federal states.
- Developed and executed creative concepts and designs for websites, user interfaces, and mobile apps to improve look and feel and user experience.
- Created wireframes, prototypes and mockups for mobile, tablet and desktop applications.

Media Designer / March - May 2014

Hotel Frankenland GmbH, Bad Kissingen, Germany

- Designed on-brand marketing materials for a 4-star hotel, for both print and online channels.
- Collaborated on the implementation of the screendesign for the new website.

Web & Graphic Designer / contract / November 2011 – November 2013

Authentic Style Vertriebs GmbH, Marktbreit, Germany

- Designed graphics, page layouts, and manipulated images for a young fashion online shop.
- Managed and executed end-to-end eMail campaigns including deliverability testing, template design, optimization, and analysis.
- Analyzed, identified trends, and optimized online programs' performance through web metrics, A/B tests, and competitive analysis.

Sales & Marketing Assistant / May 2010 – November 2011

EME Energie Management Eberlein GmbH, Kitzingen, Germany

- Wrote proposals, processed orders and created marketing materials.

Freelancer - Web & UX Design / May 2010 – present

- Development and support of websites from first customer contact to go-live.
- Understanding the requirements of the user.
- Structuring of information and content and sketching of user journeys.
- Creation of interaction patterns and prototypes of the user interface.

Media & Marketing Intern / April - November 2008

Goldforest Inc., Hollywood, Florida, USA

- Assisted the project manager to evolve print and online media planning for clients.

Office Clerk & Sales Assistant / August 2001 – March 2008

Krick Industrie- und Handelswerbung GmbH + Co. KG, Eibelsstadt, Germany

- Consulted about advertising options and online marketing products.

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Education

Digital Marketing / 2017

Certification
RED Academy, Vancouver, BC, Canada

User Experience Design / 2016

Certification
RED Academy, Vancouver, BC, Canada

Web Design / 2009 - 2010

Certification
Symbolos Consulting Ltd, Nuremberg, Germany

Digital Media / 2005 - 2007

Bachelor Professional CCI
Chambers Of Commerce & Industry, Munich, Germany

Management Assistant for Digital and Print Media / 1999 - 2001

Apprenticeship
Die Kitzinger + Report, Kitzingen, Germany

Abitur (High School Diploma) / 1999

Gymnasium Marktbreit, Marktbreit, Germany

Skills

Design Skills

User Experience Design, User Interface Design, Mobile / App Design, Visual Design, User-centered Design, Information Architecture, MockUps, Wireframing, Prototyping

Web Development

Responsive Web Design, HTML5, CSS3, JavaScript, Bootstrap, WordPress, PHP & MySQL

Digital Marketing

Google Analytics, eMail Marketing, Social Media, SEO, SEM, Affiliate Marketing

Software Skills

Photoshop, InDesign, Illustrator, Sketch, Adobe XD, Invision, Axure, Figma, Microsoft Office, Jira

Other

Effective Communication, Cross-functional Collaborations, Iterative Development Processes, Requirements Gathering, User Acceptance Testing, Business Systems, Analytical Problem Solving, Agile, Scrum

Languages

German (native), English (fluent), Spanish (basic)

Volunteer Work

Web Master & eMail Marketing Manager / 2014 - present

Local Soccer Referee Group, Germany

Soccer Referee / 2009 - present

Local Soccer Referee Group, Germany